

Gender – an issue for women *and* men

Karin Lindmark,
SIS, Swedish Institute for Standards
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Why do we need gender responsive standards?

“Most tech-products are created by male engineers and developers – and quite a few of these products do not match female values, needs and preferences perfectly”

“While medications and medical devices can improve health, they also hold potential risks for men and women, and the risks may differ.”

“Men and women (we) are different in size, does a product take this into consideration?”

→We need to understand the **impact of these differences, and the implications.**

→With a **gender lens** when gathering data and writing standards, we can meet new, more and other needs.

→This is important to manufacturers, salespeople, governments, healthcare etc. The list is endless.



What can we do about it?

ISO & IEC Joint Advisory Group

Part of ISOs Gender action Plan and IECs diversity project

Our mandate; Create tools to ensure standards are gender responsive

Our ideas & challenges:

Making the technical community understand why this is important to **all**

Taking small steps and keeping it simple

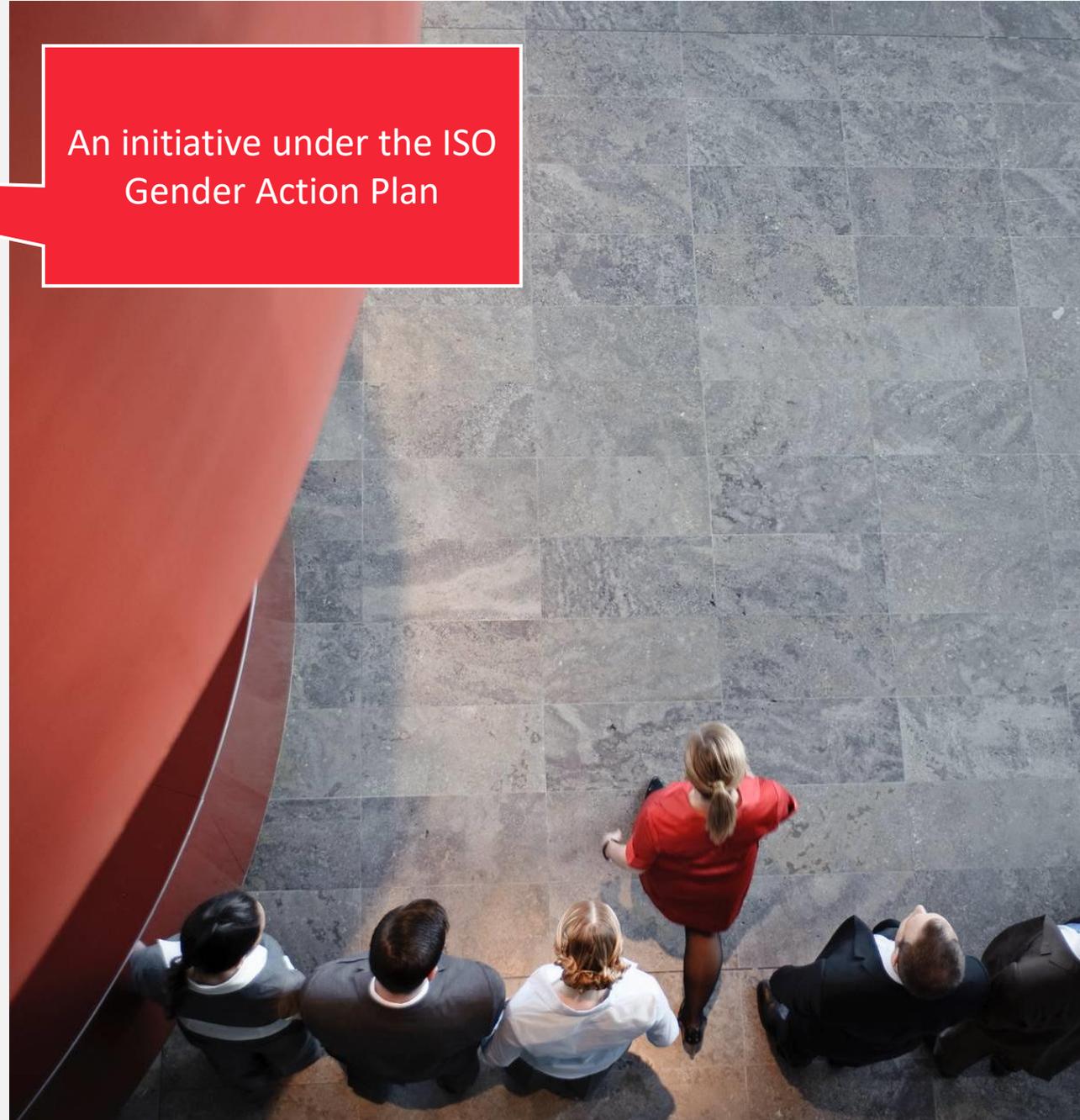
Sticking to the male/female definition (considering our worldwide community)

Provide support, tools and to foster understanding of why gender matters – to women **and** men!

Our deliverables;

Checklists, communication to the technical community, recommendations to our governing boards on processes and tools needed, guidance on how to use gender responsive data and trying to identify measurements of success

An initiative under the ISO
Gender Action Plan



Challenges and reflections

- The international context
- Gender – beyond male/female?
- A women only issue?
- An issue for women to solve? Can representation move us forward?
- Standardization – and our processes? Attractive to all?
- Someone else's back-yard?
- Walk the talk

